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MIGHTY INC.
Presents:

UNIVERSITY CLUB
OF ORLANDO
EST. 1926

BRAND GUIDELINES

RATIONALE

The University Club of Orlando prides itself on being an exclusive club made up of hand-selected business leader of the area. The member of the club are as unique as the prestigious organization they make up. Mighty Inc. wanted to create an image that would inspire respect and reflect the core values of the University Club - Philanthropy, culture, community, and brotherhood.

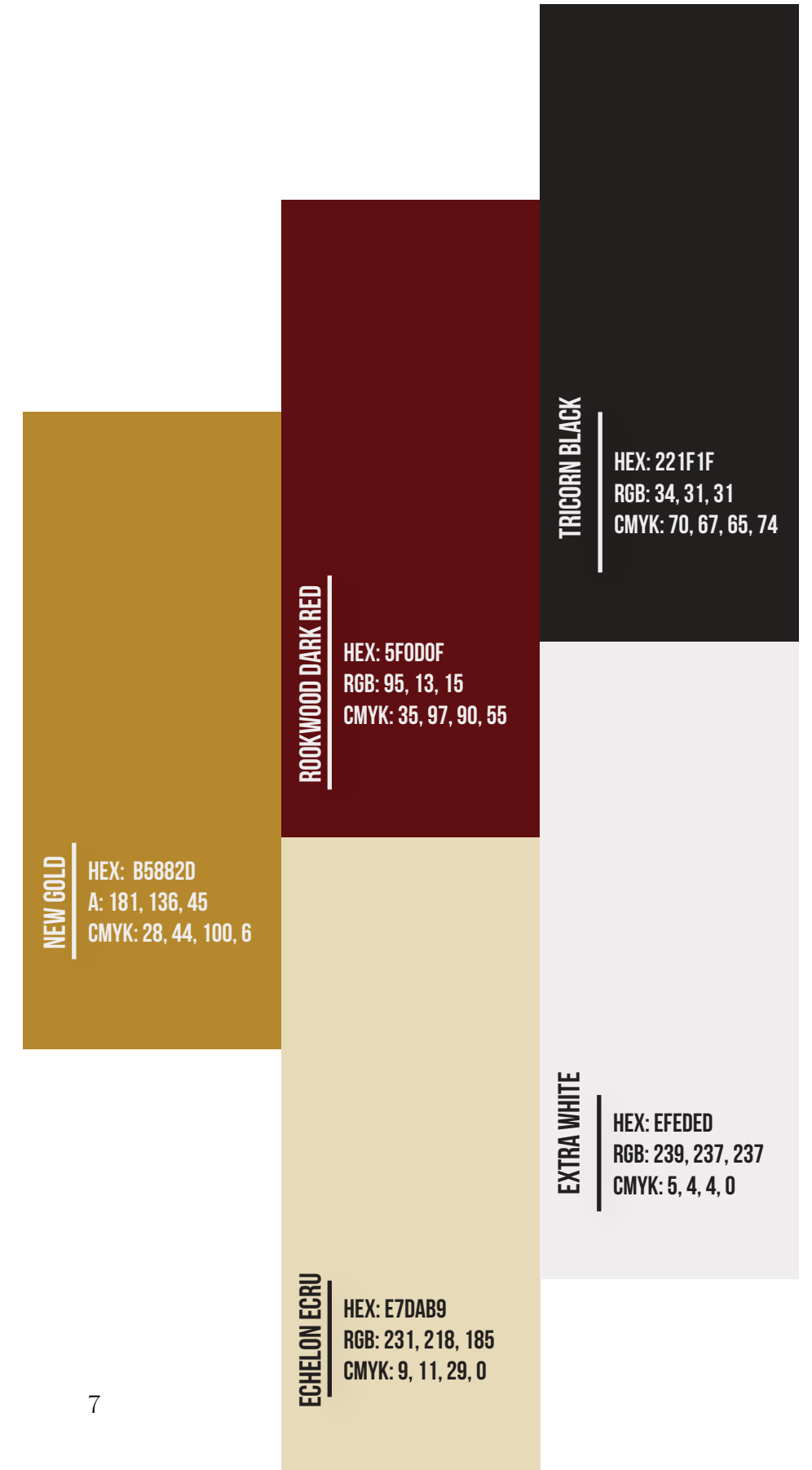
OFFICIAL BRAND COLORS

A consistent color palette will help establish brand recognition. Mighty Inc. aims to make these color synonymous with the University Club so that when consumers see them, they are automatically reminded of the brand.

University Club's new color palette will be made up of Maroon, Gold, Ivory, Tricorn black and Extra White. The color gold is associated with prestige but it has also come to reflect wealth and generosity, making it perfect for a philanthropic organization.

Maroon is often associated with culture and community, two of the most important pillars of the club's philosophy. Maroon's warm and earthy feel also invoke nurturing feelings, reflecting the University Club's interest in cultivating the professionals of tomorrow through its scholarship program and networking opportunities.

Ivory and Extra white are relaxing colors that feel welcoming. They are also prominent in modern design, showing their progressive and versatile nature, traits that reflect university club.



LOGO

University Club's new logo is the head of a lion on a 6 sided shield. Each side of the shield represents one of the main pillars of the University Club's philosophy - Philanthropy, Fellowship, Culture, Education, Community, and Prestige. The University Club is unlike any other city club in the area because of its focus on it's heritage and the bonds created at the club. For this reason, we chose a lion to be the club's symbol. Lions are strongest when in their pride, just as the University Club is made more influential by its members.

There will be five variations of the club's logo in order to accommodate it's many uses. A black and white version and a reversed version of the logo will be provided in case only black and white printing is available. There is also a colored version of the logo with inverted text in order to accommodate the placement of the logo on darker backgrounds. Finally, the White and Maroon version of the logo should only be utilized when placing the logo on a maroon background.



TYPOGRAPHY

PRINT

The University Club will be using two main fonts with its new branding. The main font will be Foglihten. It is a serif font with brackets that perfectly exemplifies the elegance that the University Club wishes to convey with its branding. The varying line weights gives the font all the grace and sophistication an organization such as ours wishes to convey in their branding. This font will be prominent in their print materials. The secondary font will be Bebas Neue. It will be used sparingly only for headlines on printed materials.

Foglihten

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&^*()

DIGITAL

Foglihten will only be used for headlines since sans serif fonts are more adequate for large amounts of text meant to be read on screens. Helvetica Neue will be used most prominent in the Mobile Application. This font not only translates well into most operating systems, but contrasts the brand's main font perfectly with its even line weight and rounded forms.

Foglihten

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

INTERNAL PRODUCTIONS

INTERNAL PRODUCTIONS MEMBERSHIP PACKET

First impressions are important. The appearance of the Membership booklet is one of the first interactions prospect members will have when seriously considering to join the Club. For this reason, this is one of the most important pieces of collateral the club has and should accurately portray the Club's prestigious aura while remaining warm and welcoming, its most important task, however, is to display all the information about membership and its benefits in a clear manner.

APPLICATION

The old application form was simply a single table with boxes for information to be filled out by the proposee. However, mistakes on applications are often made due to confusion. Mighty Inc. has designed a membership application that organizes the information into clear categories in order to facilitate its completion for the user.

The guide to Membership Benefits will now be a single 11"x17" sheet that will fold in half, making a booklet. This way, prospective members will have all the information they will need on one place. Each section is predominantly dominated by one of the two primary brand colors. This will help the reader differentiate each category from the next and optimize readability. Mighty Inc. uses color blocks with diagonal lines because it establishes the Club as a high-energy brand, always moving forward.

MEMBERSHIP BOOKLETS

Mighty Inc. also created a series of small booklets to outline the Financial Requirements for Membership and explain the types of membership available. These booklets would be printed on 11"x8.5" sheets that would be folded in half, making the dimensions of the finished booklets 5.5"x8.5". While it is important to have an overview of all memberships available on one sheet for easy reference, outlining each membership category separately is important to help the user create clear divides across each membership type and avoid confusion. Since Owner's Membership is the most luxurious of all, this pamphlet is given special treatment and is put on a single 5.5"x8.5" sheet. This pamphlet uses the striking image of the golden lion against the maroon background to attract more attention to the benefits becoming an owner grants members.



INTERNAL PRODUCTIONS

NEWSLETTER

The newsletter has been updated to coincide with The University Club's new branding. By staying consistent with the brand, the club will gain recognition among its target audience. The newsletter helps members stay up to date on the Club's happenings, thus it is paramount that the layout encourages members to pick it up and that it allows readers to navigate through the information effortlessly. This letter will be printed on an 11"x17" page and will be a bi-fold.

The new layout utilizes white space to organize information in a clear manner in order to optimize readability. Rather than have images on the background at low opacity going across the entire page, we take advantage of the white space to give the eye a rest and allow the user time to process the information. Furthermore, the readers' eyes don't scan the page in an unorganized manner but rather follow the flow of information smoothly around the page.

The front page will feature a column for important dates and announcements such as

coming-up events or closures that the club is scheduled to have. At the bottom of the same, there will be an overview of the topics covered on that month's newsletter in order to entice members to read more. The story featured on this page will be the first Member Night of that month, since members will generally be receiving it for the first time on this night.

Inside, contents will be broken up by using color blocks. This will visually break up the information and aid readability. The monthly President's letter will be the first topic featured on the inside pages and will be enclosed by a maroon color block to separate it from the rest of the information on the page. The bottom section of the page will be occupied by other various events. This layout will be mirrored in the opposite page on the inside of the letter. The back cover of the newsletter will mirror the front cover's dependence on white space to organize information. This Layout will be made into a template so that The University Club can easily and conveniently edit its content.



INTERNAL PRODUCTIONS

BUSINESS CARDS

BUSINESS CARDS

To set The University Club apart from its competitors, Mighty inc. created business cards that reflect the new branding. The new cards have a more modern feel without sacrificing the air of luxury, which will allow us to attract the younger target audience. Vertical business cards are a generally unexpected, and it is by switching such a simple feature that we are informing the audience there is something new about the club. The lion head on the crest will be metallic gold and "UNIVERSITY CLUB OF ORLANDO" will have a spot gloss add-ons to help it stand out. These small details give the cards their sense of luxury and help show the public that we pay attention, even to the small details of our club.



INTERNAL PRODUCTIONS

MOBILE APPLICATION

MOBILE APPLICATION

The University Club's best advertising tools are its members. Since the Club is an invitation-only organization, current members will be the best method of obtaining new members. However, for this to happen, we need to keep our members informed and excited about Club activities. In order to communicate with current members more efficiently, we created a mobile app that will allow them to stay connected with the Club at any time. The app will require member login ID, so members can be sure that the information will only be accessible to other club members. The app will be a platform to streamline all communications between the Club and its members and inspire them to become more involved.





To help members stay up to date on all things University Club, the app will feature a News tab. This section will be populated by Twitter, Facebook, and LinkedIn updates as well as Press Releases or News Stories about the Club.

NEWS ARTICLE



NEWSLETTER



The app will allow users to share news stories about the University Club with their contacts via Facebook, Twitter, LinkedIn, email, or text message, and by extension expanding awareness of the club and what it stands for.

SHARE SCREEN



Furthermore, the newsletter will be made available in this section of the app to grant members easy access to it at all times.

CALENDAR



The Calendar feature will show all scheduled events and closure dates and even allow users to save specific events to their personal calendar. The Calendar will also help members plan for events by showing them the event's program - such as speaker bios and the topics that the lecture will cover -, locations and even what will be served for dinner on that particular night.
Calendar Legend:



EVENT



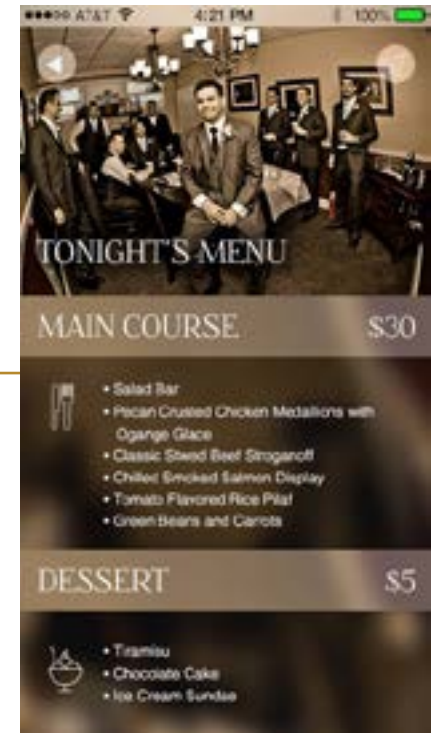
SPEAKER BIO



These events will also be available to be shared through social media, text message, or email, making it more convenient for current member to invite friends and colleagues and creating opportunities to expand club membership.

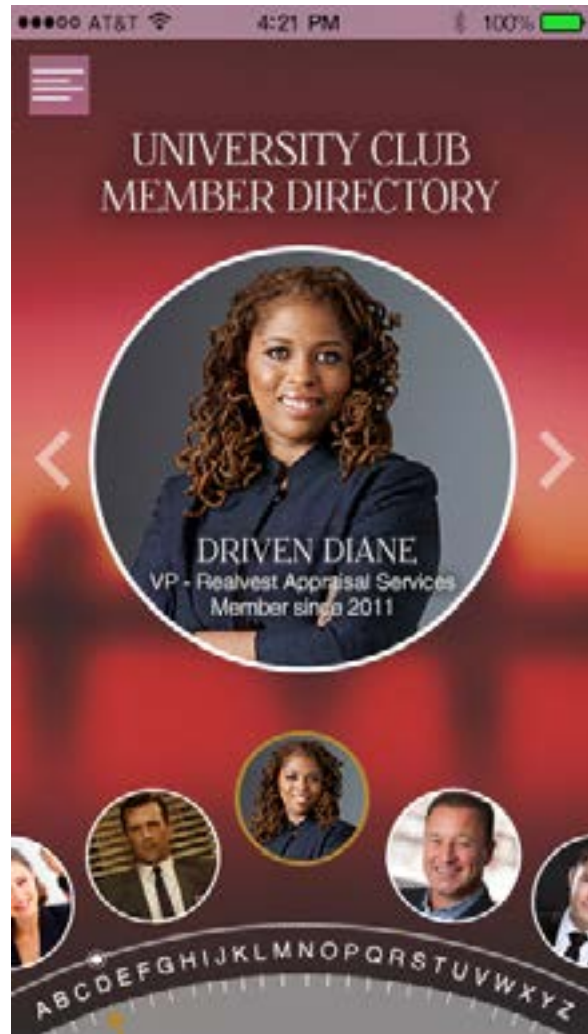
By clicking on the location, the user will be redirected to the Maps application on their smartphone and will be able to navigate to the location of the event.

EVENT MENU



The Event Menu page will show members what will be served and provide them with prices for dinner.

DIRECTORY



Making meaningful connections is what drives The University Club. The app will serve as a powerful networking platform by putting the member directory on the palm of every user's hand. Every member will be able to edit and update the information they wish to share on the member directory. This powerful feature will allow members to save a colleague's contact information as a "favorite" with just a few taps on their phone, empowering them to network more efficiently and bringing the club closer.

CONTACT



Small design improvements make the Club's application not only unique but also more efficient. The alphabet scroll wheel follows the natural reach of a user's thumb and has been placed at the bottom of the screen, allowing the user to easily reach each letter.

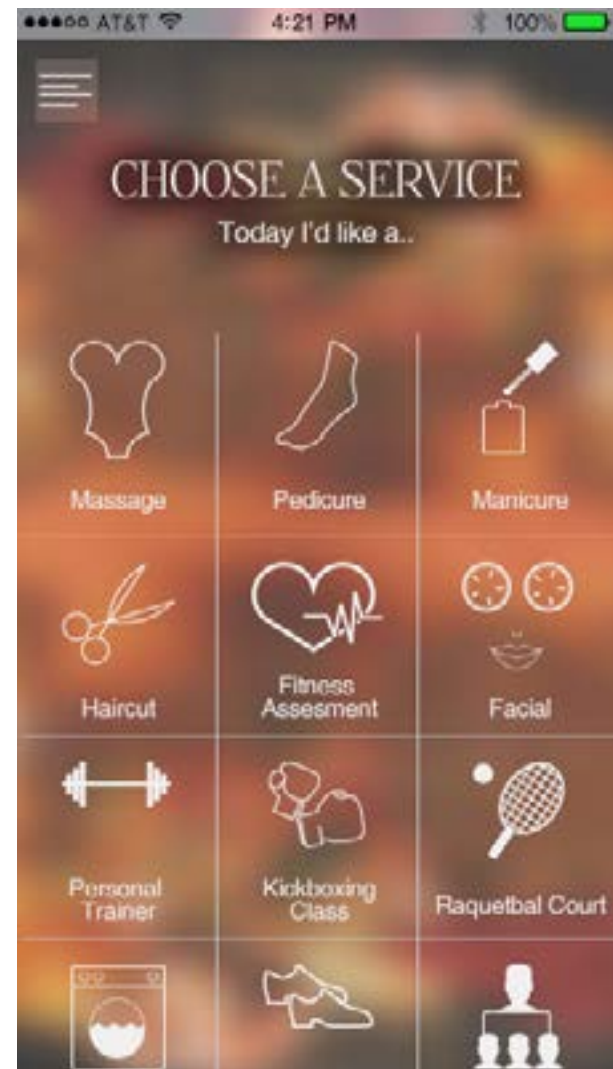
DINING CALENDAR



According to the research conducted by Mighty Inc, one of the most widely enjoyed perks of the Club is its dining facilities. The app will feature a dining calendar that will outline breakfast, lunch, dinner, and dessert menus and their prices. This will give members notice and will encourage them to come in when they see dishes they are interested in.

Members will also have the option to mark dishes as favorites and the app will alert them when that dish is served next.

RESERVATIONS



Another way the app brings The University Club closer to its members is through its Reservations feature. This feature will allow members to make appointments at the Club's facilities such as the salon/barber shop, fitness assessments, and even reserve squash courts. By making these reservations available on the app, members will be

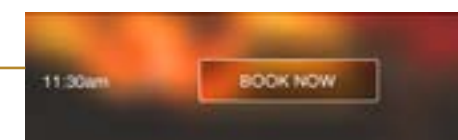
SERVICE



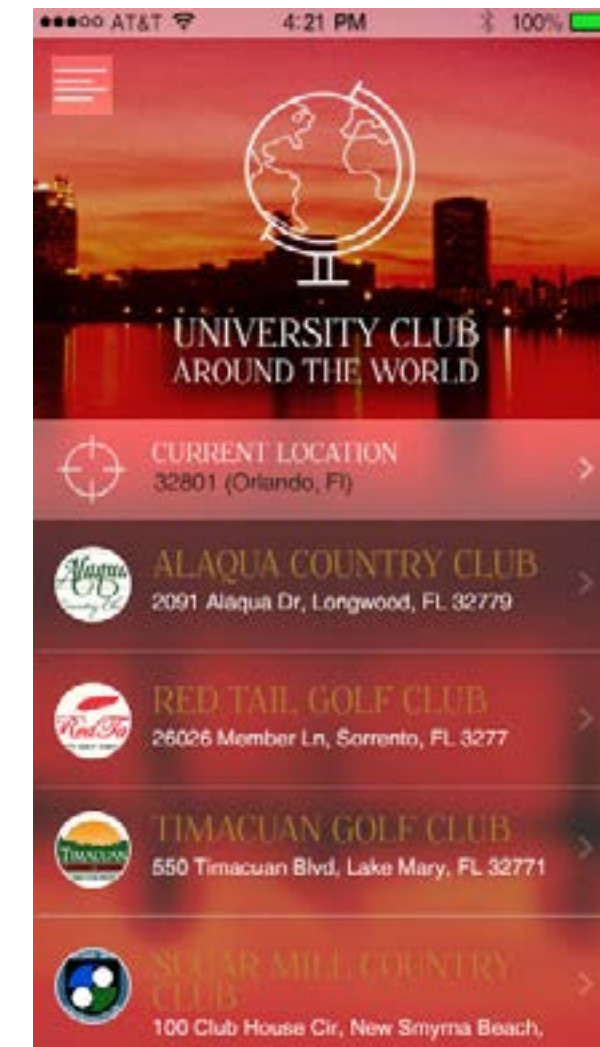
TIMES AVAILABLE

Time	Availability
11:00am	AVAILABLE
11:30am	AVAILABLE
12:00 pm	AVAILABLE
12:30 pm	UNAVAILABLE

BOOK NOW



AROUND THE WORLD



OFFER



Another extremely useful part of the app will be its Around the World section, which will use Geolocation to alert members of Club Benefits available in the city that they are currently in. When members of the University Club of Orlando travel they are never alone. With over 200 partnered clubs around the country and hundreds of special deals in lodging and entertainment, the University Club travels with its members wherever they go. This section of the app will empower the user to easily find and take advantage of the benefits being part of this association brings. It will show them the names and locations of companies and organizations allied with the University Club of Orlando along with a brief description of what the offer consists of.



Every person will have a Member Profile where they will not only be able to add to and edit their information, but also save calendar events, favorite Club contacts, and even pay their Club bill at the end of each month.

The main page on the Profile section allows users to edit, add, or remove contact information such as phone numbers, emails, social media accounts, and personal and business websites. Allowing members to manage what contact information they make available in the Member Directory will ensure that they feel comfortable with what is being shared and reassure them that their privacy is secure.



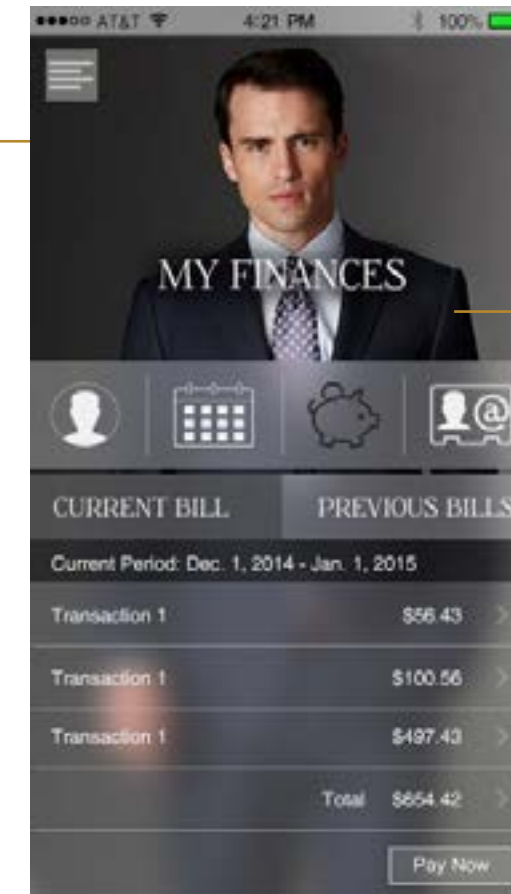
The Calendar tab in the Member Profile will show only those events which the user has marked to be saved, allowing him or her to better visualize the event schedule for that month. The app will also send push notifications to remind the user of all upcoming and allow them to mark the ones they plan on attending.



Similarly, the Directory tab on the Profile section will only show those contact that have been marked as Favorites to help the user access them more easily.



Finally, the Finances tab on the Member Profile will allow each member to view their current and past statements, making payments convenient and efficient. Members will be given the option to save card numbers and set up automatic payments to make their lives easier.





CREATIVE PROPOSITIONS

CREATIVE PROPOSITIONS

CREATIVE BRIEF

TARGET AUDIENCE

Our primary target audience will be comprised of adults ages 25 to 40 working in professional business-related fields in Orlando with household incomes of \$120,000 and above. They are married, middle-aged men and women with children who enjoy reading newspapers and are involved with business associations and golf clubs.

Our secondary audience is comprised of adults ages 40 to 60 in professional business related fields in Orlando with household incomes of \$120,000 and above. Similar to our primary audience, these people are married with children and live very active lifestyles. These consumers also enjoy playing golf and working out. They are highly influential leaders and are looking to remain involved in the community after retirement.

OBJECTIVES

Increase awareness of the University Club of Orlando to 40%, among the 25-40 age group by showing them the University Club of Orlando has a long standing tradition, with a strong fraternal, philanthropic, community oriented atmosphere.

POSITIONING

CAMPAIGN TITLE: The Things That Matter

SLOGAN:

“Leaders working for the things that matter”

Through this campaign we aim to show our target audience that the University Club is a place for professional leaders to come together to work towards the improvement of the Orlando community while allowing them to network with fellow professionals to advance their personal and professional goals.

Highlighting the different local philanthropic organizations that the University club partners with will be the main focus of our campaign. By showing that the University club has an influence in a wide range of aspects in the Orlando community will show the general public that, while the club does enjoy a high level of luxury, its main goal is to encourage the growth of the city and its people.

STRATEGIES

Mighty Inc.'s campaign adopts an inspiring tone. Our goal is to portray the University Club as an organization that not only helps its members advance their personal and professional growth, but also empowers them to make a difference in their community, a mission that separate the organization from other city clubs in the area. This notion will be supported by highlighting the Club's partnerships with various organizations that benefit causes that directly affect the Orlando community.

Shades of maroon and gold exude a

nurturing atmosphere that is in tune with the campaign's inspiring theme. They are also colors that symbolize heritage and community. The campaign will instill pride in current members and inspire respect in the general population.

The ads feature people of all races and genders within the target audience's age bracket. This will help different kinds of people in our target audience feel identified with the Club and help combat the notion that the organization caters only to Caucasian males.

CREATIVE PROPOSITIONS

MAGAZINE EXECUTIONS

MAGAZINES

Mighty Inc.'s primary research found that, while there is a lack of awareness among our target audience of The University Club, the people that have heard of it have adverse feelings towards the organization due to past exclusionary practices. Since our organization is based on invitation-only membership, the main function of the magazine ads will be image building.

The ads follow a Z pattern from the headline, across the image, onto the logo, and across the body copy, culminating in a call to action to visit the Club's website to learn more about the organization. This layout to optimizes readability and fluidly guides the user around the ad.

Mighty Inc. aims to show the audience that the University Club not only provides an environment for the brightest minds in Orlando to network and socialize, but it also empowers members to work towards the improvement of the Orlando community. The

magazine ads are made directly relevant to the target audience by highlighting each of the local organizations that the University Club partners with. By educating audiences about the ways in which the University Club's philanthropic works affect them directly, it will create positive feelings towards the brand and possibly encourage people learn more about the club. These ads could be expanded upon, with each execution showcasing each of the organizations the Club has worked with.

**EMPOWERING GIRLS
TO FOLLOW THEIR
DREAMS**

This ad features a young woman celebrating her graduation. The body copy highlights one of the Club's main pillars, education. Through this ad, Mighty Inc. highlights University Club's collaboration with the Women's Executive Council of Orlando in its fundraising efforts to provide scholarship for women in the local community.

This ad shows a young woman succeeding with the Club's help. The ad will create positive attitudes towards the brand by reminding people of the pride and happiness they felt at their own graduation and showing them that the University Club is helping others achieve this goal.

HEADLINE:

Leaders Working For the Things that Matter

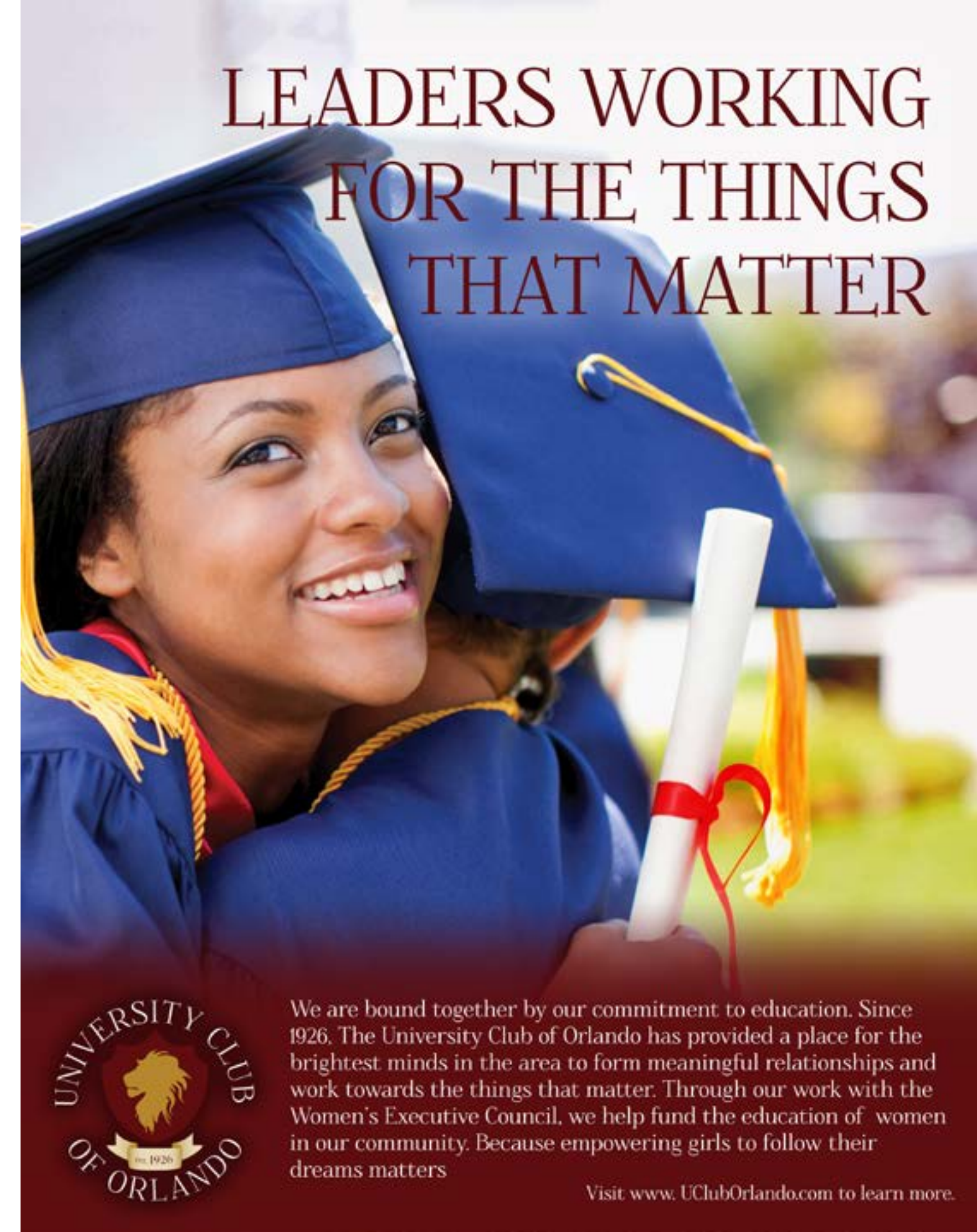
COPY SHEET:

We are bound together by our commitment to education. Since 1926, The University Club of Orlando has provided a place for the brightest minds in the area to form meaningful relationships and work towards the things that matter. Through our work with the Women's Executive Council, we help fund the education of women in our community. Because empowering girls to follow their dreams matters

CALL TO ACTION:

Visit www.UClubOrlando.com to learn more.

LEADERS WORKING FOR THE THINGS THAT MATTER



We are bound together by our commitment to education. Since 1926, The University Club of Orlando has provided a place for the brightest minds in the area to form meaningful relationships and work towards the things that matter. Through our work with the Women's Executive Council, we help fund the education of women in our community. Because empowering girls to follow their dreams matters

Visit www.UClubOrlando.com to learn more.

HELPING PEOPLE HEAL

This ad, features two surgeons at work. It is meant to showcase University Club's collaboration with the Orlando Regional Medical Center in the efforts to fund life-saving trauma care for patients. The copy focuses on the Club's concern for its neighbors and the well-being of their families.

By connecting the Club's work with life-saving medical treatment, Mighty Inc. hopes to stress upon the target audience the scope of the University Club's influence around the Orlando community.

HEADLINE:

Leaders Working For the Things that Matter

COPY SHEET:

We are bound together by our commitment to helping our neighbors live long and happy lives. Since 1926, The University Club of Orlando has provided a place for the brightest minds in the area to form meaningful relationships and work towards the things that matter. Through our work with the Orlando Regional Medical Center, we help provide life-saving trauma care to thousands of patients each year. Because helping people heal matters.

CALL TO ACTION:

Visit www.UClubOrlando.com to learn more.

A photograph of two surgeons in an operating room. They are wearing green scrubs, blue surgical masks, and blue surgical caps. They are focused on a patient, with one surgeon holding a surgical instrument. The background shows the bright lights of the operating room.

LEADERS WORKING FOR THE THINGS THAT MATTER



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Visit www.UClubOrlando.com to learn more.

DOING OUR PART

This ad, features two surgeons at work. It is meant to showcase University Club's collaboration with the Orlando Regional Medical Center in the efforts to fund life-saving trauma care for patients. The copy focuses on the Club's concern for its neighbors and the well-being of their families.

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HEADLINE:

Leaders Working For the Things that Matter

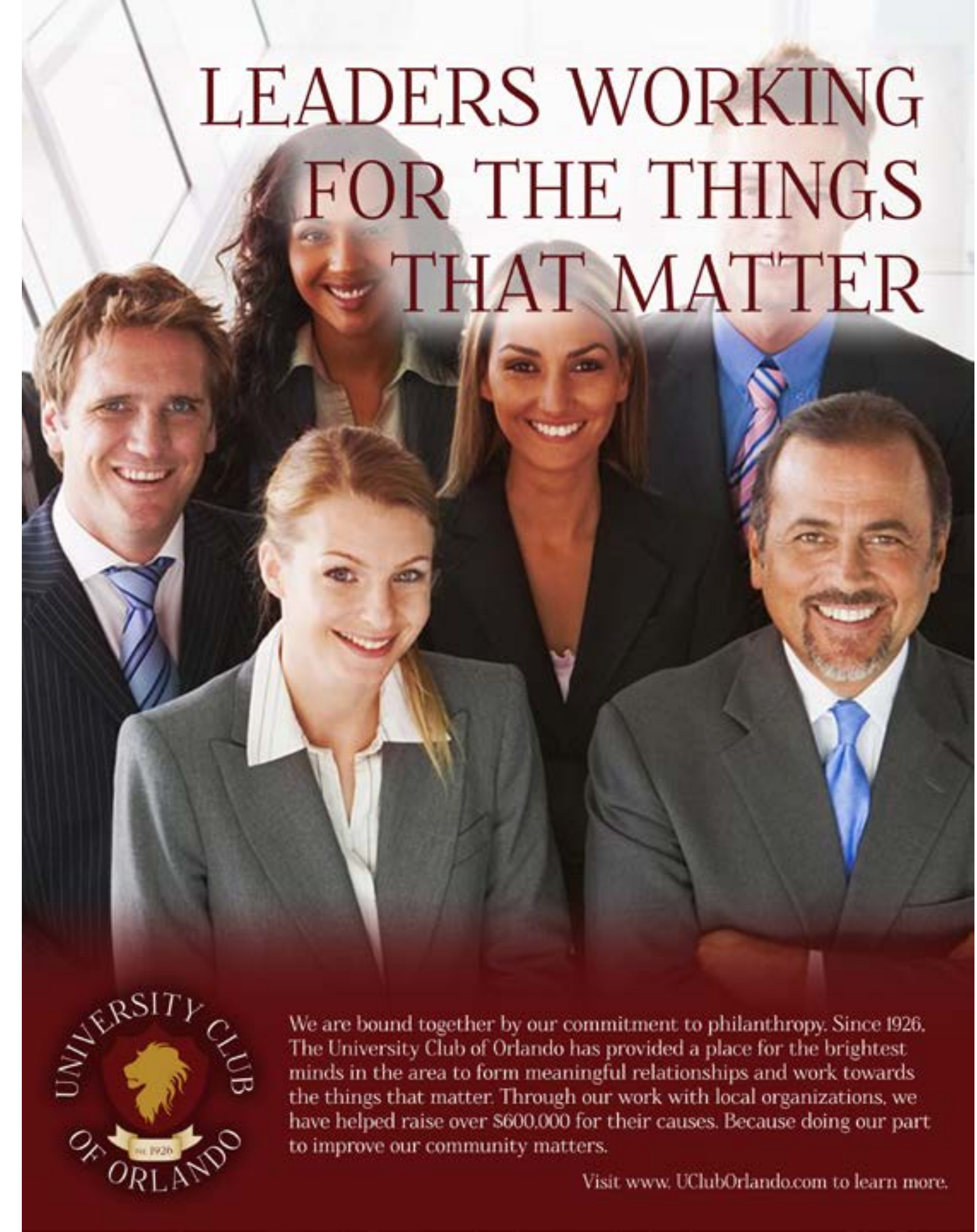
COPY SHEET:

We are bound together by our commitment to philanthropy. Since 1926, The University Club of Orlando has provided a place for the brightest minds in the area to form meaningful relationships and work towards the things that matter. Through our work with local organizations, we have helped raise over \$600,000 for their causes. Because doing our part to improve our community matters.

CALL TO ACTION:

Visit www.UClubOrlando.com to learn more.

LEADERS WORKING FOR THE THINGS THAT MATTER



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Visit www.UClubOrlando.com to learn more.

CREATIVE PROPOSITIONS

NEWSPAPER

PRINT

In order to accommodate for the printing quality limitations that come with print newspapers, we have kept the color graphics to a minimum. Instead, we rely on a simple and elegant text based ad dominated by University Club's logo. Although text based ads are generally considered dangerous by most people in the industry, in the context of a newspaper – a medium in which users are open to more reading – a short text based ad can prove successful. Since our ad will be placed in the main news section of the Orlando Sentinel, the body copy highlights a noteworthy fact about the Club - how much money it has helped raise for other organizations.

Furthermore, through repetition of the headline and body copy, our campaign will gain recognition among our audience and the words on this ad will call to mind the images in the magazine and online ads.



ONLINE



Mighty Inc. will use Medium Rectangle banner ads on the Orlando Sentinel's website. Research shows that our target audience accesses newspapers online during the week days and on print during the weekends. The banner ads will appear three days at a time during the week in order to optimize targeting.

The headline featured in these banners is the same as the headline in the print newspaper and magazine ads. These ads will also feature the same images as magazine ads, hoping that they will call to mind the body copy of that medium.

To serve our objective of educating the public about University Club and its activities, Mighty Inc. encourages the viewer to click on the ad to find out more about how our organization helps them. This call to action makes the ad personally relevant to the viewer and makes him or her more likely to follow the link.

CREATIVE PROPOSITIONS

DIRECT MAIL

ELITE MAILER PACKAGE -

Direct mail is one of the media with the highest return on investment rates. Thanks to precise mailing lists, targeting through direct mail can be very specific and extremely effective.

This piece is a branded package consisting of a personal sized champagne bottle, a lion head paperweight, a branded pen, an invitation to one of our Open House Nights, and the business card for our membership Director. The driving idea behind the mailer is to give our potential members a small congratulations and a big thank you for their contribution to the Orlando community. This sign of recognition will let them know that we appreciate all they do for our city, which will help instill positive attitudes towards the brand in them. This elaborate mailer will completely set us apart from any other promotional offer they receive in the mail. The mailer will reflect everything Mighty Inc. wants the public to think of the University Club of Orlando: elegance, refinement, and philanthropy.



③



① Champagne has come to be a synonym of celebration. Following the congratulatory feeling of the lion trophy and the invitation, the package will feature a small bottle of champagne and a symbol of recognition and wished for continued success in the future.

② The lion is a symbol of the University Club of Orlando because it represents pride and success. The paper weight is meant to be a small sign of recognition to the achievements of these prospective members in order to establish a relationship of mutual respect and admiration. It will show the recipients that our organization shares their values and establish a welcoming atmosphere.



③ To show prospective members that the University Club is truly invested in them, Mighty Inc. provides a point of contact for them to go to if they would like more information about the Club. This point of contact also maximizes our chances of response since the recipient can contact us to inquire about other scheduled Open House Nights in case they have a conflicting event on the date outlined in the invitation. Our Membership Director will be handling these contacts.

④ An invitation to an Open House night will be attached to the lid of the box. This invitation will open with congratulatory remarks for being an exemplary leader in the community. It is important to note that the invitation is not an invitation to the Club but an invitation to attend a prospective member mixer for a chance to meet current members. The event would allow an opportunity for current members to interact with them and invite them back if they seem a good fit for the Club.

HEADLINE:

Please Join Us	150 East Central Blvd.
Open House Night	Orlando, FL
April 23, 2015	32801
6:30 P.M.	

COPY SHEET:

Dear Mr. Eric;

The member of the University Club of Orlando would like to thank and congratulate you for your service as a leader in the Orlando area. We present this lion head to you as a symbol of our admiration because you and your organization have helped to set the pace for other up and coming leaders in our city.

We are an invitation-only private membership club committed to improving our community. We provide a place for the brightest minds in the area to create meaningful business and personal relationships and work together for the things that matter. We would like to invite you to our Open House Night to connect with our members and learn more about our organization.

Today, we toast to you, for your many accomplishments so far, and the many more to come.

Best regards,
THE UNIVERSITY CLUB

If you cannot attend on this date please contact our Membership Director regarding other Open Night events scheduled



⑤ The package will also include a branded pen. This is one small way for the University Club to expose potential members to their brand. Every time they use the pen, it will be a small reminder of the University Club of Orlando.



GENERAL DIRECT MAILER

A less elaborate direct mail invitation to an Open House Night will be sent to less prominent, but equally important members of our target audience. This invitation will come in a branded envelope. The envelope will have a maroon color block running vertically on its left side. The campaign's tag line will be placed over this block at the top of the envelope and the maroon and white version of the logo at the bottom. These simple design elements set the envelope apart and peak the curiosity of our prospective members, making them more likely to open it and be exposed to our messages. Inside, the recipient will find an invitation to an Open House Night. This invitation will

be very similar to the one inside the elite mailer with a few minor changes in copy. Like its counterpart, this invitation opens with congratulatory remarks for being an exemplary leader in the community but will leave out the mention of the lion head paperweight. It is important to note that the invitation is not an invitation to become a member of the Club but an invitation to attend a prospective member mixer for a chance to meet current members. The event is an opportunity for current members to interact with them and invite them back if they seem a good fit for the Club.

HEADLINE:

Please Join Us
Open House Night
April 23, 2015
6:30 P.M.

150 East Central Blvd.
Orlando, FL
32801

COPY SHEET:

Dear Mr. Eric;

The member of the University Club of Orlando would like to thank and congratulate you for your service as a leader in the Orlando area. You and your organization have helped to set the pace for other up and coming leaders in our city.

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Today, we toast to you, for your many accomplishments so far, and the many more to come.

Best regards,

THE UNIVERSITY CLUB

If you cannot attend on this date please contact our Membership Director regarding other Open Night events scheduled



CREATIVE PROPOSITIONS

PUBLIC RELATIONS

ARNOLD PALMER INVITATIONAL

Mighty Inc. knows that in order to create strong consumer relationships, a brand must stay relevant in its user's lives. The Arnold Palmer Invitational Golf Tournament is a perfect way to do that. Through research, we found out that a majority of current and potential members of the University Club are active participants or spectators of golf. The target audience for the Arnold Palmer Invitational shares great overlap with the determined audience for the University Club, making it a perfect opportunity to reach out to potential members.

At this event, Club Representatives can mingle with like-minded individuals and spread the word about the activities of the University Club. These members could then invite people who they believe could make a good fit into the Club to one of the Club's Open House Nights to learn more and interact with other members. After these interactions, members could then make a decision as to

whether or not to invite this person into the club.

Our strongest asset for this undertaking will be the Club Representatives. However, Mighty Inc has created a brochure that these representatives could hand out to the men and women they interact with. The brochure outlines the benefits University Club Members enjoy and highlights the Club's philanthropic focus. The last panel of the brochure will have an invitation to an Open House Night event and will be perforated, to make it detachable and easily stored. Because the University Club's greatest benefit is the connection its members share, this section will allow the Representative to personalize each recipient's brochure by providing their contact information and making themselves available as a direct contact. This will create true connections between the Club and the people exposed to its messages and in turn will make them more likely to respond.



SOCIAL MEDIA

The For The Things that Matter campaign will heavily rely on social media to increase awareness about the University Club of Orlando and its activities. To insure that consumers exposed to consistent messages throughout all media, Mighty Inc. has branded University Club's social media accounts. This will increase brand recognition and create interest in the organization.

All the profiles will feature the campaign's slogan over a picture of Orlando's skyline. This photograph features the company's colors, maroon and gold, helping the profiles stay on brand, while also emphasizing the club's dedication to the community.

TWITTER



FACEBOOK



LINKEDIN



